

# 2021 ECONOMIC REPORT

# OZARK

## REGION



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

The Ozark Region is comprised of seven counties in the southwest quadrant of Missouri. This region is home to several cities including Springfield, Branson, Nixa, and Marshfield.

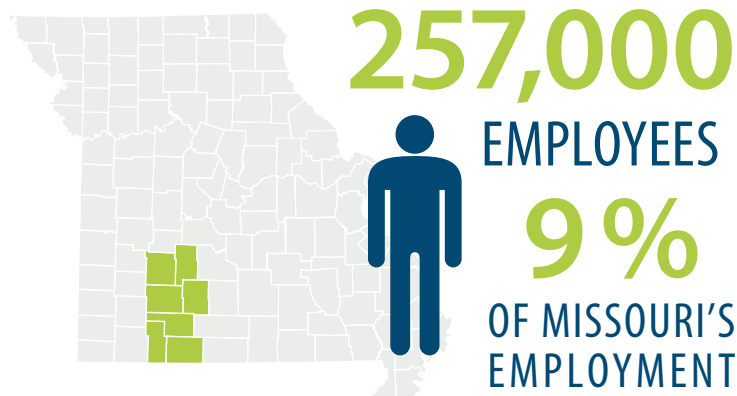
The Ozark Region workforce has more than 257,000 employees, making up 9 percent of Missouri's employment. In 2020, 51 percent of the workforce was female and 49 percent was male, which is the same percentage as Missouri. The regional average unemployment rate for 2020 was 6.2 percent.

The workforce is getting older in the Ozark Region, a trend happening throughout Missouri and the U.S. In 2020, 23 percent of the workforce was age 55 or older, up from 19 percent a decade earlier.

For the region, 8 percent of the workforce was non-white, compared to 17 percent for the state; 4 percent of the region's workforce was Hispanic or Latino, matching the overall state average of 4 percent.

In the Ozark Region, 5 percent of the region's population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 7 percent and the U.S. was at 23 percent.

The Ozark Region has a higher percentage of the population with a disability compared to the state and nation. For the Ozark Region, 14 percent of the population has a disability compared to 12 percent in Missouri and 10 percent in the U.S.



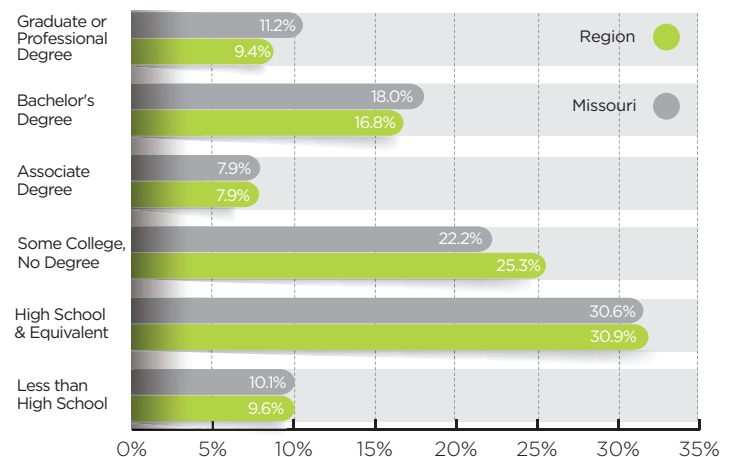
## Workforce Demographics

	Ozark MO	Missouri	Nationwide
Average Monthly Employment in 2020	257,091	2,867,162	147,795,000
Average Unemployment Rate in 2020	6.2%	6.1%	8.1%
Female	51%	51%	50%
Male	49%	49%	50%
Non-White	8%	17%	24%
Hispanic or Latino	4%	4%	16%
Ages 55 and Older	23%	24%	24%
With Disabilities (Ages 18-64)	14%	12%	10%
Below Poverty Levels (Ages 18-64)	16%	13%	13%
Language other than English (Ages 18-64)	5%	7%	23%
Education of Associate Degree or Higher	34%	37%	41%

SOURCES: CENSUS ACS 2019-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2020

Educational attainment rates for the Ozark Region are slightly behind those of the state in regards to bachelor's or advanced degrees. Thirty-four percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 37 percent for the state.

## Educational Attainment



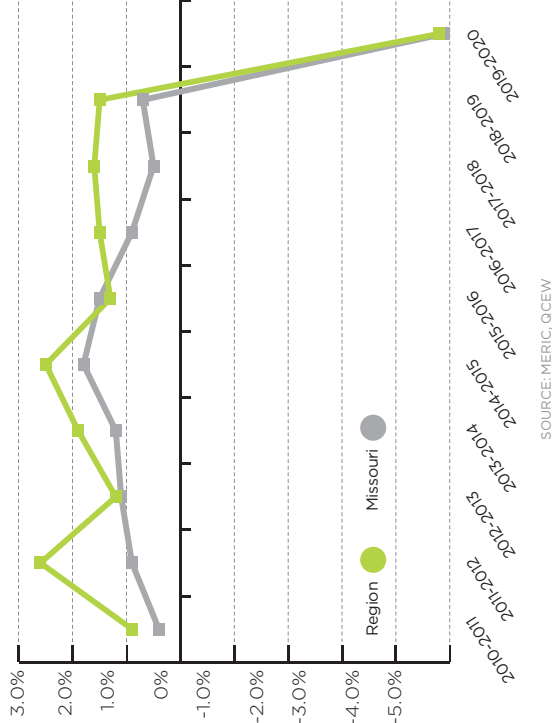
SOURCE: US CENSUS BUREAU, ACS 2019 5-YEAR ESTIMATES

# OZARK REGION

## INDUSTRY ANALYSIS

The Ozark Region averaged nearly 231,000 jobs in 2020. The region lost 11,604 jobs from 2019 to 2020, for a -4.8 percent growth rate. Missouri employment decreased by 4.9 percent in that time. From 2016 to 2020, the Ozark Region averaged -0.1 percent annual growth for an overall decrease of 0.4 percent; during that same period Missouri's employment declined by 2.9 percent.

Ozark Employment Annual Growth Rate



*Health Care and Social Assistance* is the largest employing industry in the Ozark region, showing consistent growth over the past five years. *Retail Trade* and *Accommodation and Food Services* had large decreases in employment, losing 1,907 and 1,365 jobs, respectively, from 2016 to 2020.

The *Manufacturing* industry gained over 1,800 jobs at a 2.8 percent annual growth rate. The *Construction* and *Professional, Scientific, and Technical Services* industries also had large increases in employment, 973 and 1,748 respectively, from 2016 to 2020.

Ozark Region Top Employing Industries

Industry	Employment 2016	2020	Net Change	2016-2020 Empl. CAGR	2019 Annual Wages
Health Care & Social Assistance	39,702	43,584	3,882	2.4%	\$52,428
Retail Trade	31,238	29,331	-1,907	-1.6%	\$30,936
Accommodation & Food Services	26,809	25,444	-1,365	-1.3%	\$21,252
Educational Services	20,128	19,791	-337	-0.4%	\$37,548
Manufacturing	15,438	17,258	1,820	2.8%	\$49,044
Administrative Support & Waste	16,476	13,200	-3,276	-5.4%	\$37,140
Wholesale Trade	11,336	12,309	973	2.1%	\$64,524
Construction	10,673	12,097	1,424	3.2%	\$46,344
Transportation & Warehousing	11,092	11,515	423	0.9%	\$49,656
Professional, Science & Tech. Servs.	9,381	11,129	1,748	4.4%	\$59,856
Finance & Insurance	8,576	8,585	9	0.0%	\$56,340
Other Services (except Public Admin.)	6,981	6,472	-509	-1.9%	\$34,632

SOURCE: LEHD-QWI, 2016-2020 2ND QUARTER

## LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries higher than 1.0 indicate a concentration.

The Ozark Region has higher concentrations in *Scenic and Sightseeing Transportation*, *Truck Transportation*, *Accommodation*, and *Performing Arts, Spectator Sports and Related Industries*.

HIGHEST 2020  
LQ 4.2

## SCENIC AND SIGHTSEEING TRANSPORTATION

2020 Ozark Region Location Quotients

Industry	Employment	Location Quotient
Scenic & Sightseeing Transportation	125	4.2
Truck Transportation	7,571	3.4
Accommodation	5,051	2.3
Performing Arts & Spectator Sports	1,145	2.3
Sporting Goods, Hobby & Other Stores	1,471	2.1
Telecommunications	2,115	2.1
Gasoline Stations	2,391	1.7
Museums, Historical Sites, & Similar Institutions	515	1.7
General Merchandise Stores	7,513	1.7
Hospitals	16,039	1.7
Bldg. Material & Garden Equip. Dealers	3,182	1.6
Merchant Wholesalers, Durable Goods	7,105	1.5
Repair & Maintenance	2,821	1.5
Miscellaneous Store Retailers	1,596	1.4
Food Services & Drinking Places	20,424	1.4

SOURCE: BUREAU OF LABOR STATISTICS, QCEW

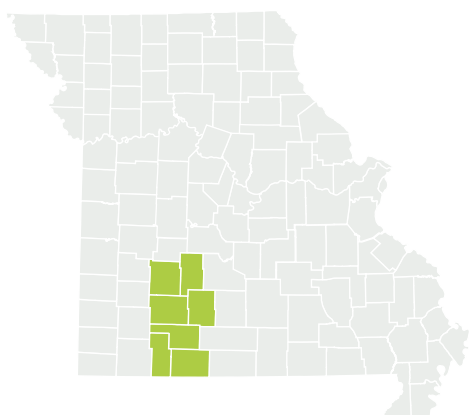
# OZARK REGION

Projected growth by industry helps to identify future employment needs for an area. Projections indicate that the largest growth industries in the Ozark Region will be *Hospitals, Ambulatory Health Care Services, Administrative and Support Services, Educational Services, Specialty Trade Contractors, and Management of Companies and Enterprises*.

## Ozark Region Largest Growth Industries 2018-2028

Industry	Employment		Change	
	2018 Estimated	2028 Projected	2018-2028 Numeric	Percent
Hospitals	18,063	24,068	6,005	33.2%
Ambulatory Health Care Services	11,141	14,684	3,543	31.8%
Administrative & Support Services	12,402	15,543	3,141	25.3%
Educational Services	19,375	21,544	2,169	11.2%
Specialty Trade Contractors	6,957	8,552	1,595	22.9%
Management of Companies & Enterprises	3,904	5,164	1,260	32.3%
Local Government, Excluding Ed. & Hospitals	8,633	9,347	714	8.3%
General Merchandise Stores	7,431	8,133	702	9.4%
Professional, Scientific, & Technical Services	9,613	10,290	677	7.0%
Religious, Grantmaking, Civic, Professional, Orgs.	4,623	5,244	621	13.4%

SOURCES: MERIC INDUSTRY PROJECTIONS



PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

## OCCUPATIONAL PROJECTIONS

MERIC produces occupational projections that estimate labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

**Now** jobs typically require short-term on-the-job training, little to no experience, and/or a high school diploma. Now occupations include *Combined Food Preparation and Serving Workers, Cashiers, and Retail Salespersons* which lead the way in total openings. *Personal Care Aides, Taxi Drivers and Chauffeurs, and Orderlies* are projected to be the fastest growing Now occupations over the next decade.

**Next** jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate- to long-term training. *Heavy and Tractor-Trailer Truck Drivers, Secretaries and Administrative Assistants, and Nursing Assistants* will have the most openings for the Next category of occupations. *Respiratory Therapists, Occupational Therapy Assistants, and Diagnostic Medical Sonographers* are the fastest growing Next occupations.

**Later** jobs typically require a bachelor's degree or higher. For Later occupations, *Registered Nurses, General and Operations Managers, and Elementary School Teachers* will have the most openings. *Physician Assistants, Nurse Practitioners, and Nursing Instructors and Teachers, Postsecondary* are the fastest growing Later occupations.

## Ozark Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH NET INCREASE OF LESS THAN 50 ARE OMITTED

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2018-2028

★ DENOTES OCCUPATIONS TOP TEN ONLINE JOB ADS FOR 2020-2021 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATIONS

# OZARK REGION

## Ozark Region Long-Term Occupational Projections by Top Openings

Occupation	2018 Estimated Employment	2028 Projected Employment	Growth Openings	Exits	Transfers	Total Openings	Median Wages
<b>NOW</b>							
Combined Food Preparation and Serving Workers	7,530	9,336	1,806	672	829	1,682	\$19,336 ★
Cashiers	7,481	7,753	272	680	757	1,464	\$20,199
Retail Salespersons	8,752	9,183	431	515	794	1,352	\$23,245 ★
Personal Care Aides	4,770	7,396	2,626	450	398	1,111	\$21,669 ★
Waiters and Waitresses	4,958	5,522	564	364	642	1,062	\$18,964 ★
<b>NEXT</b>							
Heavy and Tractor-Trailer Truck Drivers	7,231	7,465	234	302	533	858	\$40,130 ★
Secretaries & Administrative Assistants	6,178	6,024	-154	313	370	668	\$30,148 ★
Nursing Assistants	3,854	5,002	1,148	238	258	611	\$24,832
Cooks, Restaurant	3,127	3,979	852	189	314	588	\$21,848
Supervisors of Food Prep and Serving Workers	1,929	2,250	321	91	228	351	\$28,220
<b>LATER</b>							
Registered Nurses	5,853	7,842	1,989	190	176	565	\$55,334 ★
General and Operations Managers	4,217	4,793	576	94	297	449	\$71,207 ★
Elementary School Teachers	2,652	2,933	281	87	119	234	\$46,561
Sub. Abuse, Behavioral, and Mental Health Counselors	1,360	1,847	487	52	112	213	\$25,983
Accountants & Auditors	1,618	1,831	213	49	112	182	\$54,833 ★

SOURCE: MERIC OCCUPATIONAL PROJECTIONS 2018-2028

★ DENOTES OCCUPATIONS IN THE TOP TEN FOR 2020-2021 ON-LINE JOB ADS IN THE REGION & WITHIN THE NOW-NEXT-LATER CLASSIFICATION

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For more information, visit  
[meric.mo.gov](http://meric.mo.gov) or [dhewd.mo.gov](http://dhewd.mo.gov)



This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report.

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